WHAT IS CLAIMED IS:

1. A composition comprising

A) a polymer,

B) a pigment or a dye, and

C) ZnO as a stabilizer,

wherein

(i) the initial CIELab value ΔE of the stabilized pigmented polymer is less than 10 compared to the pigmented polymer and

(ii) the reduction of ΔE of the stabilized pigmented polymer after 1500 kj UV radiation is at least 10 % compared to the pigmented polymer.

2. The composition of Claim 1, wherein the reduction of ΔE is at least 50 %.

3. The composition of Claim 1, wherein the ratio of stabilizer to pigment is between 1:1 and 10:1.

4. The composition of Claim 1, wherein the ratio of stabilizer to pigment is between 2.5:1 and 7.5:1.

5. The composition of Claim 1, wherein the ratio of stabilizer to pigment is between 2.5:1 and 5:1.

6. The composition of Claim 1, wherein the ZnO is present in 0.01 to 5 parts by weight based on the weight of A), B), and C).

7. The composition of Claim 1, wherein the ZnO is present in 0.05 to 3 parts by weight based on the weight of A), B), and C).

8. The composition of Claim 1, wherein the ZnO is present in 0.1 to 2 parts by weight based on the weight of A), B), and C).

9. The composition of Claim 1, wherein the ZnO is present in 0.15 to 0.75 parts by weight based on the weight of A), B), and C).

10. The composition of Claim 1, wherein compound B) is present in 0.01 to 0.5 parts by weight based on the weight of A), B), and C).

11. The composition of Claim 1, wherein compound B) is present in 0.1 to 0.3 parts by weight based on the weight of A), B), and C).

12. The composition of Claim 1, wherein compound B) is present

in 0.15 to 0.25 parts by weight based on the weight of A), B), and C).

13. The composition of Claim 1, wherein the ZnO has a particle size of 5 to 50 nm.

14. The composition of Claim 1, wherein the ZnO has a particle size of 15 to 45 nm.

15. The composition of Claim 1, wherein the ZnO has an particle size of 25 to 45 nm.

16. The composition of Claim 1, wherein the ZnO has a average particle size of 30 to 40 nm.

17. The composition of Claim 1, wherein the polymer is selected from the group consisting of polyvinyl chloride, polyethylene, and polypropylene.

18. The composition of Claim 1, wherein compound B) is an organic pigment, a red iron oxide, or a dye.

19. The composition of Claim 18, wherein the organic pigment is selected from the group of red pigments and violet pigments.

20. A process comprising the steps of dry mixing B) a pigment and C) ZnO.

21. A process comprising the step of dry mixing A) a polymer, B) a pigment and C) ZnO.

22. The process of Claim 21 comprising the step of dry mixing A) a polymer, B) a pigment and C) ZnO in an extruder.

23. A masterbatch composition containing

95.5 to 50 parts by weight of a polymer A) and

0.5 to 50 parts by weight of a mixture of an organic pigment B) and ZnO as a stabilizer

based on the weight of A), B), and C).

24. The composition of Claim 23, wherein the ratio of stabilizer to pigment is between 1:1 and 10:1.

25. The composition of Claim 23, wherein the ratio of stabilizer to pigment is between 2.5:1 and 7.5:1.

26. The composition of Claim 23, wherein the ratio of stabilizer to pigment is between 2.5:1 and 5:1.